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**STI Issues New Quarterly Release of STI: Workplace**

*Update Helps Retailers Better Target People Where They Work*

**AUSTIN, TX -- APRIL 11, 2006 --** Synergos Technologies, Inc., an innovator of timely and accurate consumer data products for retailers, announces today the updated quarterly release of STI: Workplace, the retail industry's first and only quarterly workplace population estimates. This is the 8<sup>th</sup> release of the product, which launched in April 2004 as a powerful complement to Synergos Technologies' flagship product, STI: PopStats, the company's quarterly population estimates.

Unlike other workplace demographic products, STI: Workplace counts not only how many businesses are located in a particular market and how many people are employed in each market, but also the employees' occupations and salary levels. STI: Workplace's combination of unique data sources, quarterly updates, and a one-of-a-kind "bottom-up" methodology, which starts at the neighborhood level and works up to the market level, ensures that this workplace demographic product delivers powerful research advantages to today's high-growth retailers.

"Historically, workplace estimates have been one of the most underutilized demographic tools in the retail industry, because market researchers have been dissatisfied with the products that were available," says Robert Welch, President of Synergos Technologies. "Now STI: Workplace delivers the accurate workplace counts they need, so retailers can apply workplace demographic numbers to their market research projects with greater confidence and improved result."

The next version of STI: Workplace will be released in July 2006.

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**About Synergos Technologies, Inc.**

Synergos Technologies ([www.synergos-tech.com](http://www.synergos-tech.com)) provides today's progressive retailers with innovative demographic tools that more precisely target their markets and consumers. In October 2001, the company launched STI: PopStats -- the retail market research industry's first and only quarterly population-estimating product. Since then the company has continue to launch new and inventive demographic tools for the retail industry. For more information, visit [www.popstats.com](http://www.popstats.com).